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Christmas

That everybody may have a thoroughly happy Christmas, is the earnest wish of The Republican.

ant of the United States-and perhaps 5 million dollars in debts. Americans are undoubtedly an extravagant people, and possibly they spend more other line of expenditure gives then so much pleasure, for the greatest pleasure one can have is in making others happy

President Taft has the right idea sive in character, and in his own purchases he puts his belief into

What One Woman Has Done for Clean Streets.

Opponents of woman suffrage are fond of telling us that women are no Caroline Bartlett Crane of Kalamaidly gaining a national reputation for ability in dealing with the problem of dirty streets that her services are in wide demand-and she appears to bring to her aid nothing but a good fund of common sense. Hampton's Magazine for January tells about her

The Magazine says it is her theory. put effectively into practice, that a part of city government is merely housekeeping on a big scale, very badly done, because men do no know how to keep house

"We have waited a forig time," says Mrs. Crane, "hoping that the men advocates of "progressive ideas" could waiting. Women are tired of being and could not consent to wait until through which they must walk in order to reach their homes are a part nothing in return

She told the recent conservation congress in St. Paul of the simple, plain, but time tested, housekeeping methods that under her direction have had followed. So practical were all these sanitary suggestions that immediately after her speech the state board of health of Minnesota voted an appropriation to engage five weeks visit the twelve largest towns of the foretold. state, view them with the eye of a housekeeper and report. Now those cities are getting the housecleaning

of their lives charge of the street cleaning depart-Mrs. Crane Instituted the the Pacific and handed the extra \$3.39 back to

ter houses, the dairies, and the mar- building a great navy. Until the oth-

o the clubs, the churches and the tion of meat, milk and all market products. All the public institutions n the vicinity of Kalamazoo were next brought under the inspection o the league. The almshouse was found to be in a shocking condition of neg-

Spotless Town" of the northwest Soon distant cities began to send for this public housekeeper to tell them

the changes suggested by her. her visit to Kentucky the legislature passed state health laws that generation in advance of those Crane criticised. A few months town with parks, good streets and an organized system of public relief.

The Bone Dropped for Shadows.

A correspondent of our neighbor the Arizona Democrat, makes a strong ion in the United States senate.

It would be difficult to lay too auch emphasis on this need. Let us consider for a moment the

Everybody in the west not n fixing ten years as the period in which repayments should be made government for reclamation

The outlook for success is not en

Arizona would add tremendously to the strength of the west. This is one of the reasons why there is such the east to keep Arizona out of the

It is too bad that the shortsighted not understand the situation better thrown away statehood, and can get

Two senators from the state of Arizona immediately would outweigh all the initiatives and referendums

And AFTER we had statehood and and of the excellent results which the senators, THEN we could have

Preserving the Peace.

Japan has appropriated forty-one Some time ago the ideal of public navy during the next year. In makservice grew so strong in her heart ing the announcement, the governthat Mrs. Crane resigned her pas- ment couples it with the assurance torate and devoted her entire time to that Japan's friendly attitude toward civic work. She organized the Wom- all powers is unchanged, and that en's Civic Improvement league and she is merely keeping pace with other started out to clean up Kalamazoo, nations in strengthening her navy. Japan already controls the Pacific ocean, because of the American polcy of retaining the battleship fleet persuasion, the on the Atlantic, and every additional city council gave her charge of six battleship added to the Japanese navy Main street for three simply increases Japanese power in

The United States ought to have powerful fleet on the Pacific coast, entirely clean. Moreover, she was and ought to strengthen the Pacific coast defenses, so that the principal zoo had been expending \$8.39. Mrs. stantly invite attack. President Taft has done well to ridicule the war scare caused by the suppression of the department. Before her three Secretary Dickinson's report, for the months had elapsed the city had plain duty of congress to provide adequate coast defenses is not in any-This was only the beginning. Mrs. wise connected with a probability of Crane and her civic improvement war. And the president is also right league next went after Kalamazoo's in urging congress to provide coast food supply. They visited the slaugh- defenses and continue the policy of

FRANK J. CHENEY.

FRANK J. CHENEY makes oath that he is senior pariner of the firm of F. J. CHENEY & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of CATARRH that cannot be cured by the use of HALL'S CATARRH CURE.

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Take Hall's Family Pills for constitution

The United States having been first to demonstrate the utility of the aero aviator can hurl bombs from a heigh

Postal Service on Sunday

The postmaster of Kansas City mail on Sundays and holidays except

City postmaster, if they find there is put to no Use. not too much protest on the part of Ravidges of Time indefnit. So don't

The popular belief is that postof- else to Worry about

Prohibitionists, an' Everybody, Les Picter Show, fergit all about th Constytushun Bitter feelin fer th last few Weex an' which has sot Bruther aginst dystructible Material which nuthin Bruther, wifes aginst Husbuns an' has disrupted Whole Famblies ever sence th Convenshun met an' opened Kind. If you put a 1b. or 2 of Pandory's Box an' let th Constytu- Candy into it along with some Profit. "Wat's th Constytushun be- a few other things you got to take tween Frens any way?" Les fergit Pepsin for a week as a Auntydote fer at they is a Constytushun till after th Pizen. th Glad Crismus seeson is over! "An' yet some Optymists tells us

sez it's in list as good a Stait of Pres- | Crismuss ervashun as it was when it was first

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satisfy you that a more practical way of making gifts cannot be found than to open a small account that will help

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yeers if its laid away Carfle an' aint It'll Withstand th When Mary Ann is singing aft. le's Worry no more about th Con-

stytushun till we aint got nothin' they was a ole feller 'at tole me 'at He sex he Remembers th time when But the song is always good to her cheef troubles was 'at his stockin's was so short an' the Yeers

waz so Long 'at they wasnt no Proporshun between 'em. Th Stockin's didn't Hold enuff an' the Yeers held so many things 'at it didn't seem as if they was never agoin' to drag by. Now it's jist th other way this

ole feller sez. He sez: "My sox Crismus is Here. Peece on Earth has got too big an' th Yeers has an' Good will to th Insurgence, the got so Little 'at you cant get enuff Stanpatters, th Soshlists, th Demo- Into 'em. The Crismusses sweeps crats, th Arnychists, an' th Repub- along wun after anuther like the licans, an' th Presbyterians an' th Fillum Acrost th Skreen of a Movin'

"The Hooman Stummuck has which has been th Coz of so much teryated some too. In th flour of my youth it was made of some Incould make a Dent into but the Stummuck of today is a different shun out. In th Languidge of th Turkey an' Cake or Mince pie an'

when we can Resoom Hair pullin' l'at th World is gittin' to be a Pieswith Greater Vigger an' more Eclaw, lenter Place to Live in an' at th They ant no use a quarlin' about Averidge of life is longer an' they When Mary Ann is singing aft it now, no how. Mister Taft aint prove it by Jugglin' with Figgers. agoin to Aprove it till after th Holly- But as fer me give me th Stummick daze is over an' if he don't then of my Boyhood Daze an' th Cristhey's another Crismus a comin an' musses I ust to Know. I'd ruther It seems the family, with strong. they'll still be other Crismusses af- have fun While I'm at it 'n to Live ter that. Th Constytushun'll keep, so darned Long. Who wants to live We got another 'at's more'n Twen- fer 400 years like th Elefonts an' To rise and join her in a song ty Years old an' them 'at's Seen it not know nothin' about the joys of LITTLE JAMES.

For anyone who knows the craft

And somewhat over phonographed When Mary Ann is singing aft. Shall silver moon shine on and on?

So be it, beautiful and clear, While drowsy drafts convey anon The state of things to Mother's car Her gentle face is void of fear. And all things forward and abaft Are fine and dandy in her sphere When Mary Ann is singing aft.

Has Kelly gone astray again? It doesn't bother Pa a bit, But rather gives him now and then Great pleasure to be told of it. The chance that Mary wants to quit Is such that Pa has often laughed Until he had a choking fit When Mary Ann is singing aft

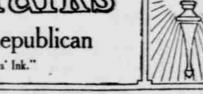
A meaning of its own, indeed? Then Sister Sue and Brother Ben Are glad to hear it so decreed The height to which the song is keyed May drive another circle daft. But we're all too glad to give it beed When Mary Ann is singing aft.

A seraph choir appears to throng The happy house, while breezes was The wondrous rhapsody along

When Mary Ann is singing aft. Clark McAdams in St. Louis Post-

Advertising Talks

To The Readers Of The Republican By JOHN IRVING ROMER, Editor of "Printers' Ink."



A certain man I knew felt that the time had come when he would be justified in retiring from

He had saved up a good deal of money and he thought that he ought to be able to sell his business-figuring on the basis of net profits over a period of twenty years-for something like \$250,-

But the moment he talked with a possible purchaser he found himself up against a serious difficulty. The possible purchaser said: Yes, I see you have a profitable and growing

business. But HOW CAN I KNOW that the moment you sell this business and withdraw your personality from it all your customers will not go over to some rival house? The question was a poser. The owner of the

business could not give any guarantee as to its PERMANENCY. So he couldn't sell it for anywhere near what he considered it worth. He had been pouring value into it for twenty years but I WASN'T THE KIND OF VALUE THAT COULD BE SOLD IN THE OPEN MARKET.

Now supposing that man had devoted ten per cent of his profits each year to ADVERTISING. Supposing he had built up a trade mark like 'Regal" applied to shoes, or "Royal" applied to baking powder?

Then he would have had something that could be sold readily.

The proprietor of Royal Baking Powder started from a small drug-store in Fort Wayne, Indiana. From the beginning he was a great believer in advertising in DAILY NEWSPAPERS. From the beginning he made it a rule each year to put back into NEWSPAPER SPACE a fair proportion of his

That man's name was J. C. Hoagland. When he wanted to sell his business, there was no difficulty in finding people who were glad to pay him millions of dollars-just for GOOD WILL.

Today the business that started so modestly from a corner drug-store is capitalized at TWEN-TY MILLION DOLLARS and it is paying twelve per cent on its common stock. If you should want to huy a few shares you would have to pay a substantial premium for them because of the actual value built up by CONSISTENT and PERSISTENT

Some men are satisfied to get A LIVING out of their business. Others ADVERTISE and not merely make a living but create a trade mark or good-will value

which can be sold on the open market for a

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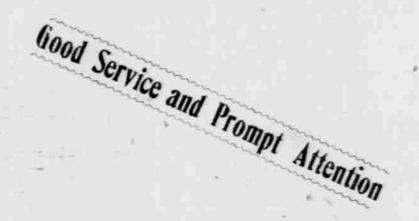
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article and a beautiful stock to select from, they are to be had at

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